

Can you find the computer
in this picture?





"We maintain one of the largest constituents lists in Congress. And our Macintoshes can handle it with ease."

David Foster
Systems Administrator
Office of Congressman Tim Johnson
South Dakota



By now it's well established that the graphics capability of the Macintosh is one of its advantages over competitive systems.

But some people see it differently. David Foster is one of them.

"There's no denying that when it comes to graphics, the Macintosh has few peers. But what we've discovered in our environment is that the Macintosh is a true workhorse when it comes to basic office automation applications like word processing, mail merging, and database management."

Foster's primary task is to ensure that the network of 20 Macintosh computers and three LaserWriter® printers used by the staff of Congressman Tim Johnson stays up and running.

"When we first started building our network here, we did some side-by-side evaluations of hardware. We learned that there is more to buying computers than just buying computers.

"Then we factored in the cost of networking—technology that is built into Macintosh but requires additional plug-in cards for PCs—and the cost of user training. Macintosh demonstrated a clear advantage over other systems."

Today this network of Macintosh computers is supported by an AppleShare® file server.

"And during those days when we find ourselves generating a lot of letters, it's nice to know that our Macintoshes and LaserWriters can take everything we throw at them. And more."



"From the time we brought our first Macintosh in, the productivity of our office has gone through the roof."

Frank Messersmith
Representative, 85th District
Florida House of Representatives



Even in the "olden days" of computing, Frank Messersmith had a bit of an edge on the other members of the Florida House of Representatives.

"When I was first elected in 1980, I had an Apple II Plus in here running the AppleWriter™ word processor. For my purposes, it was one of the best tools I could've had. I could turn out—and revise—letters and bill amendments faster than ever. But the people I worked with felt that a traditional typewriter was easier to use than a command-driven word processor."

At that point Messersmith decided his support staff was going to have to be pulled, kicking and screaming, into the world of computers. Or so he believed.

"When I first saw a Macintosh computer running a word processing program, I thought, 'This looks too easy to believe!'"

So he showed one to his staff.

"They were amazed at how easy Macintosh was to use. And in a remarkably short period of time, they had mastered it."

This ease of use has helped the people in Messersmith's office to become more productive.

"For example, if we need to respond quickly to our constituents on an issue, we simply generate a letter and let the software merge the appropriate names and addresses. That frees up my staff to concentrate on more important issues."

On a lighter note, Messersmith, who is seen as a computer guru around the House, tells of the time he addressed a committee on computer legislation. "I set up my Macintosh with a voice synthesizer and, to borrow a term, it brought down the house."

Whether you're a first-term elected official or a senior statesperson, a Macintosh computer can help you do what you do better. Because with Macintosh, you can become "computer productive" in a remarkably short period of time.

We based the operation of Macintosh on images, or icons, from an environment people are already familiar with: their desks. Then we incorporated easy-to-understand, pull-down menus to give people easy access to the operations necessary to run a computer.

So they wouldn't have to remember arcane commands to perform a simple task like printing.

There's much more to Macintosh, however, than a machine that's easy to learn to use.

Macintosh is a sophisticated personal computer that delivers the processing power necessary to accommodate many of the tasks elected officials need to perform. Everything

Macintosh.



Jean Steiner
Legislative Information Officer
★★★
Minnesota House of Representatives



Frank Messersmith
Representative, 85th District
★★★
Florida House of Representatives

Contrary to popular belief, the business of business and the business of government have a great deal in common.

There's the challenge of keeping track of an ever-increasing volume of complex information. Of knowing where revenue is coming from—and where it's going. Of being able to respond to the needs of people in a timely and professional manner.

No one is more acutely aware of these issues than an elected official.

We'd like you to meet so who know a good th

Today more and more elected officials and their staffs are using computers to help them with the work of government.

And many of them are using Apple® Macintosh® computers.

To the people you see here—and thousands like them—Macintosh computers have become an integral



David Foster
Systems Administrator

★★★

Office of Congressman Tim Johnson, South Dakota



Evan Anderson Braude
Councilmember, First District

★★★

Long Beach, California

me government officials ing when they see it.

component of their jobs.

They come from all areas of government—from the city council to state Houses of Representatives to the office of a U.S. Congressman.

And they use their Macintosh computers for everything from word processing to desktop publishing to constituent tracking to communi-

cating with other computer systems.

What they've discovered in Macintosh is a tool that helps them—and the people

they work with—do their jobs better. It even helps them do things they couldn't do before.

But instead of telling you about what a Macintosh can do ourselves, we decided to have these people tell you how they use Macintosh.

We think you'll appreciate their points of view.



"I remember showing Macintosh to my assistant for the very first time. All she could say was, 'Wow, I can do that.'"

Evan Anderson Braude
Councilmember, First District
Long Beach, California



Politics is in the blood of Councilmember Evan Anderson Braude—his father was Lieutenant Governor of California for eight years and is currently a senior member of the U.S. House of Representatives. When the opportunity came to join the political arena, Braude jumped right in.

"Like father, like son."

But that's pretty much where the similarity ends—and where technology steps in.

"I still remember the first time I used a Macintosh. Within 20 minutes, I was doing just about everything I wanted to do on a computer. I knew this tool had to become part of our office."

So Braude brought his Macintosh with him to work. It was not, at first, looked upon with joy. "I have to admit that the people I work with are a bit on the technophobic side. The thought of a new piece of so-called technology coming in to replace their trusty typewriter was a little difficult to accept."

An hour later, however, the tide had turned.

"They were doing things after that first hour that I hadn't expected them to pick up until much later. And after a couple of weeks, they were showing me things I didn't know."

Today Braude, the members of his staff, and their Macintosh computers have moved well beyond the basics.

"We've automated our constituent tracking so that we have a quick and easy way to merge letters with the names of a targeted group of people. Which means I can keep the 50,000 people in my district better informed than ever before."

e in office.

to the needs of people elected to office.

It's called Edifice.

Created with the input of elected officials, Edifice combines leading Macintosh programs (HyperCard,* Microsoft Works, Business Filevision, and MacNET) in one comprehensive application—complete with templates and forms designed for people in

Today there is even a package dedicated specifically

office. Also included are templates for use with Aldus PageMaker desktop publishing software.

This combination can help you do everything from organizing your day to monitoring campaign expenses to tracking your constituents to preparing mailings.

And just about anything in between.

Which goes to show that with Macintosh technology and the right software, you'll always have a good platform to run on.

"When they saw we could save nearly \$100,000 by bringing Macintosh in, there really wasn't much left to say."

Jean Steiner
Legislative Information Officer
Minnesota House of Representatives



Jean Steiner heads the Public Information Office of the Minnesota House of Representatives. An integral part of her job, and the jobs of the people she works with, is to create the *Session Weekly*, a once-a-week review of House activities.

Every week a team of writers attends the various meetings of the Legislature. Then they create summary reports that are included in the *Session Weekly*.

"Between the copy deadline at 1:00 P.M. Thursday and delivery time at 9:00 A.M. Friday, we have our work cut out for us.

"Before we got Macintoshes, we were sending out for type almost hourly to get the review ready by the printer's deadline."

Today, however, Steiner's group is not so much at the mercy of outside vendors.

"Now we use the Macintosh to compose the copy and design the layout, then we print out the final art boards on the LaserWriter and send them off to the printer."

According to Steiner, this system provides her group with an important capability:

"Control. Because now last-minute changes can be made with ease—and without running up rush charges for type."

Macintosh has also helped Steiner's group save money.

"With our typesetting bills, equipment leasing expenses, and service contract charges, we were spending close to \$50,000 a year on our production system. So when I worked up a proposal that showed a savings over three years of nearly \$100,000, the equipment arrived soon after."

For running your office while you're

The Macintosh II has a full 32-bit data bus, a 68020 microprocessor, a 68881 floating-point coprocessor, and high-performance NuBus™ architecture to handle the six available expansion slots. Macintosh II also brings color capability to the Macintosh environment. In

addition, Macintosh computers can be configured with options that support communications with other types of systems, including net-

worked personal computers,

minicomputers, mainframes, and remote information services.

from managing correspondence to communicating with district offices to accessing on-line database information.

This power is demonstrated in a wide range of versatile applications, such as WordPerfect for word processing, Microsoft Excel for financial analysis, and 4th Dimension for database management.



Now see for yourself.

So far we've had a chance to provide you with an overview of how Macintosh can help people in government work better.

But the best way to find out what a Macintosh can do is to see for yourself. And the best way to do that is to contact an Apple Government sales representative at the toll-free number below.

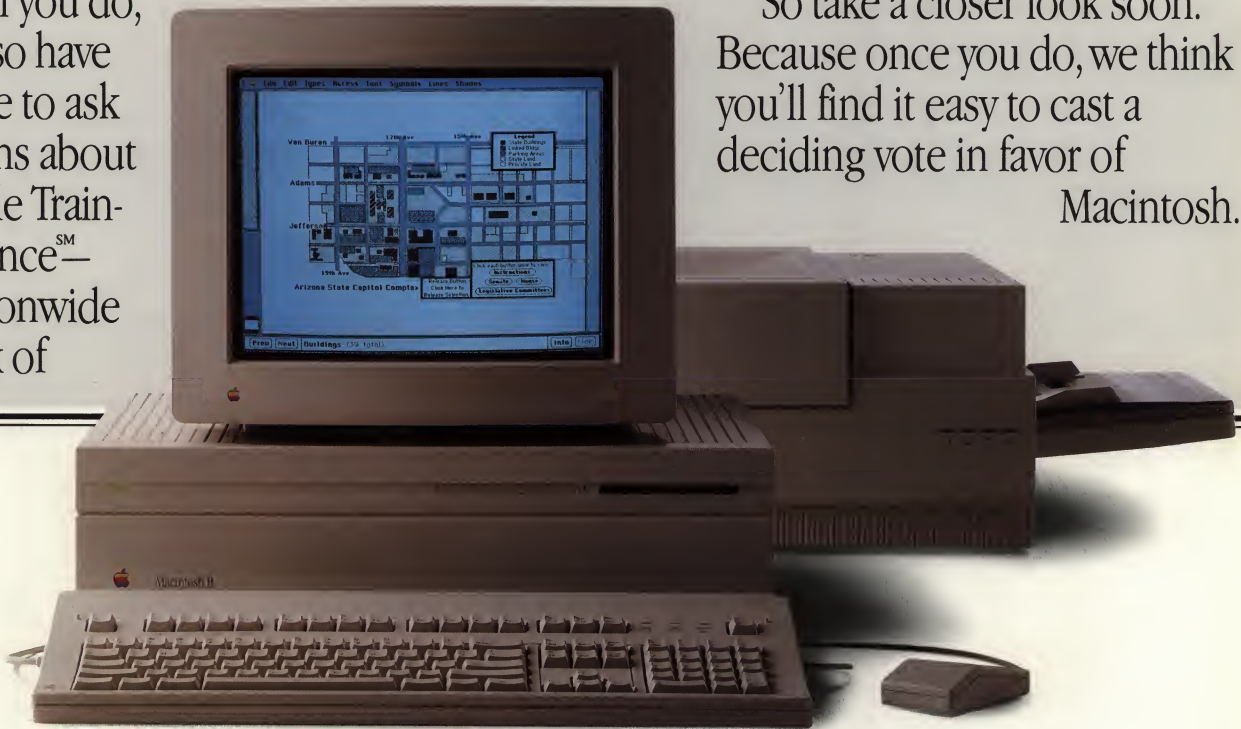
Or visit an authorized Apple Government reseller.

When you do, you'll also have a chance to ask questions about the Apple Training AllianceSM—our nationwide network of

authorized training providers — as well as our flexible service options, technical support programs, and software update policy.

You may also want to request a copy of the Macintosh Benefits Study, prepared by the independent accounting and consulting firm of Peat Marwick (May 1987). This exhaustive study shows how Macintosh computers have made a difference in the way people work.

So take a closer look soon. Because once you do, we think you'll find it easy to cast a deciding vote in favor of Macintosh.



Call 800-732-3131, ext. 575.



The work you are holding was prepared on a Macintosh II computer and proofed on a LaserWriter Plus printer.

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Printed in the United States of America
M6117 April 1988